

All about our new logo and new look.
Page 3

Major grants propel education team to broaden statewide impact.
Page 5

Preview auction items for Gathering of Goddesses and Gods.
Page 6



access

WINTER 2013
QUARTERLY
NEWSLETTER

The Power of Our Voices

Planned Parenthood of Indiana (PPIN) has great supporters—and a lot of them.

It's truly fortunate that so many people recognize the importance of speaking out to make sure we can continue to provide high-quality, affordable health care to thousands of Hoosiers each year. Being a PPIN activist—whether that's as a donor, a volunteer, a letter-writer, or a voice in the community—is so important to women and men across the state. Your voices raise awareness, shift opinions, generate support and enact change.

"We cannot be silent during these critical days," said Melinda, a supporter in Indianapolis. "I will continue to encourage others, women and men, to make the noise our legislators must hear."

Here are just a few examples of how you have been a voice this year:

- Community Action Boards and campus groups across the state marked the 40th Anniversary of *Roe v. Wade* in January with panel discussions, letter-writing campaigns, and, in Fort Wayne, a film screening. The events highlighted the importance of the landmark Supreme Court case, particularly among young people with little awareness of life before *Roe*.
- Supporters across the state regularly write strong letters-to-the-editor and otherwise highlight issues important to us in their local media. When PPIN's Lafayette health center came under attack with baseless allegations about non-surgical abortion, the community responded.
- Before the November election, supporters canvassed and joined phone banks, and newscasters illuminated positions on social issues in campaigns. Campus outreach activists worked hard on voter registration drives and voter pledge cards. Because of efforts like these, voter turnout exceeded expectations, particularly among young people, women and minorities.

Because we know how important advocates are to our work, we're always trying to help find ways for your voices to ring loud. On the following pages you'll read more about Virtual Lobby Days (p. 3), the Deborah Joy Simon Advocacy Council (p. 7) and our online communities, such as Facebook (p. 7).

Regardless of what form your activism takes, it's important for everyone's voice to be heard. Every time we use our collective voices, it sends a strong message: We're here, and we care. No matter what.



80th Celebration - An Inspired Night

What an incredible evening! Thanks to all who came out on Dec. 1 to celebrate Planned Parenthood of Indiana's (PPIN) 80th Anniversary or otherwise helped make the evening possible.

Actress and activist Ashley Judd (above) shared personal stories of the great need for the preventive health care and education services that we provide, and helped honor PPIN's 80th Anniversary award winners from across the state.

Regional Daring to Care Awards were presented to Stephanie Scharf and Dr. David Taber, South Bend; Betty Crowe, Indianapolis; and Ed Howard, Evansville. And, Dr. Joseph Thompson was presented with our 80th Anniversary Margaret A. Sanger Award, PPIN's highest honor.

Outgoing Board Chair Deborah Joy Simon was honored for her commitment to PPIN, and to reproductive health and justice. In her honor, the Deborah Joy Simon Advocacy Council was announced, with initial gifts totaling \$125,000 over the next five years. (See p. 7 for more about the Council.)

The evening was a huge success. In conjunction with the event, PPIN raised a net total of more than \$125,000, with more than \$96,000 going specifically to support Planned Parenthood of Indiana's Sara and Albert Reuben Partners in Health Education initiative.

Thanks to the support of the hundreds of people who either attended or sent donations for PPIN's 80th, PPIN has a great head start on the next 80 years!

The Need for Our Voices



Our cover page is all about the power of our voices. That power is real. I see the effects of it every day. From where I sit, I have a pretty good view of the need for voices to bring about change.

We do know we have a lot going for us.

We have the 7th Circuit Court of Appeals, which in late October ruled on HEA 1210, the notorious legislation signed into law in 2011 attempting to strip Medicaid funding from PPIN. The court upheld the rights of our patients to choose their own health care provider.

And we have public opinion. A significant statewide poll by an Indianapolis TV station and Ball State University recently showed that 52 percent of Indiana taxpayers want abortion kept legal in most or all cases—similar to what national polls show.

Thanks to some especially boneheaded moves from Hoosier politicians, we also have a lot of people paying attention to what happens with reproductive health in Indiana.

And best of all, we have a wonderful network of supporters. Health care professionals and activists who testify to protect the health and safety of all Hoosiers. Donors who rise to the occasion and offer sustaining support. Volunteers willing to step in and help no matter the task at hand.

And still, there is such great need for our voices.

Last year, we witnessed one of the most brutal election seasons ever. The rights of women were attacked viciously and often. There were far too many days when it felt like we were waking up in the 1950s. Forcible rape? Legitimate rape? Aspirins between our knees? Really?

The Indiana General Assembly is still in session. While on the campaign trail, many of the lawmakers promised a focus on jobs and the economy. We hoped they were telling the truth. We were disappointed, but frankly not surprised, at the filing of one dozen pieces of legislation aimed at limiting access to reproductive health care for Hoosiers. As of this writing, two of them are still in the mix (see p. 4).

Despite the 7th Circuit Court's ruling, we have every reason to believe the Indiana Attorney General will continue to waste taxpayer dollars by pursuing further judicial review of the HEA 1210 ruling in our favor.

In January, the nation marked the 40th anniversary of *Roe v. Wade*. Even while a Pew Research Center poll showed that well over half of Americans support keeping abortion legal, it also showed that 56 percent of people under 30 don't know what the landmark Supreme Court ruling was about.

Wow.

So. Yes. Every day, I see the need for our voices—all of them. They do have tremendous power, and they are desperately needed, to educate, to inspire, to support and to influence. Thanks for being there.

I've been going to Planned Parenthood to get birth control for 3 years because I don't have insurance and can get preventive care that I can afford. Keep doing what you're doing PP. - **Jana K.**

Thank you Planned Parenthood. I have been a fan of your family planning programs since I was 15! - **Erin J.**

Technology Updates Making a Difference for Patients

Two significant technology upgrades that Planned Parenthood of Indiana (PPIN) began last year are beginning to pay off.

In January, the migration of all PPIN offices to a unified Voice over Internet Protocol (VoIP) phone system was completed. For the first time, all health centers are on the same phone system, and patient and staff calls can be transferred between health centers using only a five-digit extension. Patients and staff are already seeing a difference in efficiency and responsiveness.

Last fall, PPIN upgraded the Wide Area Network (WAN) that connects all offices across the state to our Indianapolis-based data center. This upgrade eliminated the frequent dropped connections that were previously an issue, and paved the way for the rollout of Electronic Health Records (EHR).

The EHR rollout began in central Indiana PPIN offices and health centers and is spreading across the state. By early summer, all statewide health centers are scheduled to begin using EHR.

For patients, EHR will mean more seamless service if they move to a different community or regularly visit more than one health center—a common occurrence. For PPIN, the move to EHR brings greater efficiency in patient services, billing, and data operations, and helps prepare PPIN for coming health care reforms.

What's with the New Look?

It's an exciting time here at Planned Parenthood of Indiana (PPIN)—you may have noticed we're getting a new look!

Our logos, colors and overall branding are being updated as part of a national effort, led by Planned Parenthood Federation of America (PPFA), to unite all affiliates in both our appearance and our commitment to delivering high-quality, affordable health care. Our new brand is summed up in the tagline, "Care. No matter what."

Here at PPIN, we'll gradually roll out the new look over the next couple of years, so you'll start seeing the new logo and colors (blue for PPIN, pink for Planned Parenthood Advocates of Indiana) more and more.

We think you'll agree that the new logo and color scheme looks fantastic—but it's more than just a pretty face! "Care. No matter what," is more than a new tagline—it's a commitment that our employees bring to work every day. Our goal is to help all of us in the PPIN community—employees, supporters, partners—make that commitment our own.

New Ad Campaign

New ads for Planned Parenthood of Indiana are starting to appear and will be rolled out more throughout the year. The ads to the right are just two provided by Planned Parenthood Federation of America (PPFA) as part of a national patient recruitment campaign. PPFA affiliates can customize and localize these ads to help attract and retain patients. Keep an eye out for these new ads in communities statewide and online!

 **Planned Parenthood®**

 **Planned Parenthood®**
Care. No matter what.



 **Planned Parenthood®**
Act. No matter what.
Planned Parenthood Advocates of Indiana

Virtual Lobby Day!

email advocates@ppin.org
for your VLD toolkit!

Make Your Voice Heard:

1. Call your state legislator
2. Email your state legislator
3. Talk to friends and family
4. Share on Facebook and Twitter

Virtual Lobby Day

This legislative session, Planned Parenthood Advocates of Indiana (PPAI) launched a new way for advocates to impact public policy in Indiana - "Virtual Lobby Days." Virtual Lobbyists call and email their legislators, and share information through social media to urge lawmakers to stay focused on jobs and the economy—not on restricting access to reproductive health care.

"People are sometimes reluctant to sign up for our email list to get activism information," said Julie, co-chair of our North Central Community Action Board. "When I told them about Virtual Lobby Day, they said, 'Oh, I can do that!' I think it's a great vehicle for getting people involved who may not normally consider themselves activists."

One of PPAI's outstanding community partners in this effort is the Unitarian Universalist Church of Bloomington, which enlisted its own impressive activist network to act on PPAI's behalf for the first Virtual Lobby Day. The church is also one of a growing number of congregations around the state that are moved to take action because they believe in our mission and recognize the need for our services, especially among lower-income women and men.

The results of the first Virtual Lobby Day were amazing. At least 10,000 phone calls and emails flooded into the offices of Indiana's senators, encouraging them to vote against two bills that would adversely affect PPIN's operations. Even though the virtual voices haven't stopped these bills yet, the support PPAI received is an indicator of what's possible when our supporters unite. To stay up-to-date on current legislation and participate in the next Virtual Lobby Day, "Like" PPAI on Facebook or email advocates@ppin.org.

IN THE NEWS

Legislative Update

Our Indiana legislators, who promised to focus their attention on creating jobs and improving our economy this legislative session, also found time to introduce 12 pieces of legislation that directly impact women's reproductive health.

After several quiet weeks, the Senate Health and Provider Services Committee heard two of the bills: SB 371 and SB 489. Despite more than a dozen people who testified why the bills are unnecessary and are in fact detrimental to women's health and safety, both bills easily passed the committee and the full Senate and now are with the House of Representatives, where we will again attempt to stop their passage.

SB 371 imposes surgical facility requirements on providers of non-surgical abortions, unless the non-surgical abortion happens to be performed in a private physician's office. It also has several provisions that continue the wholly unacceptable practice of legislators practicing medicine.

SB 489 imposes still more "mis-informed consent" requirements for women seeking abortions, most of whom have given birth at least once. That brings to five the number of times the legislature has addressed this issue since they first mandated the script in 1995.

Crafted in the name of patient safety, neither of these bills improves the doctor/patient relationship, improves the quality of medical services or protects the interest of patients. They are simply attempts to make it tougher to get an abortion, especially a non-surgical abortion.

If SB 371 passes as currently drafted, it will mean our Lafayette health center would have to undergo significant physical plant retrofits, at great cost and

no added value to our patients, or stop providing non-surgical abortions. Unfortunately the latter is highly likely to be the outcome.

It is incredibly discouraging to hear the authors of these bills inaccurately describe what's in them and what their impact will be, and to witness how abysmally ignorant they are of existing laws.

But then there are good days.

Our first-ever Virtual Lobbying Day was one of those. Its success exceeded our expectations and resulted in more than 10,000 messages to legislators urging them to vote "no" on the bills. At the Senate committee hearing, Planned Parenthood was joined in providing fact-based testimony from doctors, medical students, our partners from the Health Access & Privacy Alliance, which includes the National Organization for Women, the League of Women Voters, the Indiana Religious Coalition for Reproductive Choice, the Jewish Community Relations Council, and the Center for Inquiry.

As long as these two bills are alive, we will continue the fight. We've gotten great media coverage locally, statewide and even nationally – from Rachel Maddow, USA Today and the Huffington Post, among others. We're using the attention to our best advantage to convince legislators to vote against these bills.

And, it's been so rewarding to watch our good partners stand up and be counted, to have the opportunity to educate more Hoosiers about these important issues and expose, even a little bit, the offensive lengths to which certain people will go to restrict access to reproductive health care.



Betty's 60th Birthday

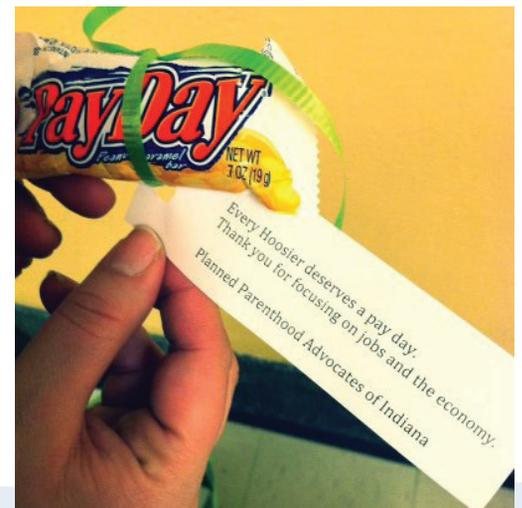
Happy Birthday, Betty!

She's older than the birth control pill, but too young to remember a time without penicillin. She's wiser than the sages and more nimble than many half her age.

Cheers to our leader, Betty Cockrum (shown at left with her granddaughter, the "Pink Nugget"). Wishing you a year of happiness, success and strength. You keep us going! Thanks for all you do.

PP, you have been there for me on many different occasions and for a variety of reasons. I am truly a fan and will always recommend your services for fellow women in need. - **Jacky D.**

Planned Parenthood Advocates of Indiana welcomed legislators back to the Statehouse in January by giving each one a sweet treat to remind them to keep their focus this legislative session. Unfortunately, they introduced a dozen pieces of legislation aimed at restricting access to reproductive health care.



Partnership Allows Education Department to Expand Programs

Planned Parenthood of Indiana (PPIN) has a proven track record in providing education programs in juvenile correctional facilities across the state, and is thrilled to announce that our Sara and Albert Reuben Partners in Health Education (SARPHE) was chosen in late 2012 to be a partner in the Indiana Proud and Connected Teens (IN-PACT) project.

The project is led by Health Care Education and Training (HCET), a non-profit operating in Indiana and Wisconsin, and is funded by a three-year federal Personal Responsibility Education Program grant. SARPHE will receive \$412,000 in funding over the three-year grant period.

Through this project, SARPHE will greatly expand the programs it offers in Indiana's juvenile correctional facilities. Beginning in late March, the Teen Outreach Program (TOP) will be brought to students at Logansport, Madison and Pendleton juvenile correctional facilities.

TOP, an evidence-based best practices program, has been proven to reduce the risk of school suspension among those who have participated in the program by 52 percent, lower the risk of course failure by 60 percent, and lower the risk of pregnancy by 53 percent. Weekly TOP meetings help youth develop healthy behaviors, life skills and a sense of purpose.



This partnership is unique in that it will be the first time the TOP program has been provided to youth in correctional facilities. The partnership with HCET also includes conducting the Be Proud Be Responsible program—a six-session evidence-based curriculum proven to reduce the risk of HIV and unintended pregnancy—to youth in the Indianapolis area.

Every SARPHE educator is certified to teach the TOP curricula. This exciting opportunity will allow us to expand our programming and make a bigger impact on youth across the state during the program's first year.



▶ Scan the code with your smartphone to watch an introductory video about the Sara & Albert Reuben Partners in Health Education initiative at PPIN! This video was made possible by SARPHE and our wonderful partners at WFYI public television in Indianapolis, and helps a variety of audiences understand more about SARPHE's extensive education programs. You can also find a link to the video at www.ppin.org/education

I'm in favor of making contraception as easily, conveniently and cheaply accessible as possible to as many people as possible. - **Ashley M.**

I believe that women should be able to get health care that is affordable and should take control of their bodies! Thank you, Planned Parenthood for always being inspiring, affordable and insightful! - **Beth B.**

Support for Sex Ed

The education team is pleased to announce that Lilly Endowment has awarded Planned Parenthood of Indiana (PPIN) a \$50,000 grant to support youth-focused sexual health education initiatives. With this grant, PPIN educators can continue providing comprehensive and evidence-based sexual health education programs to high school students, young adults, parents, and staff and volunteers at youth-serving organizations in Marion County.

These programs include our highly successful peer education program, which we will offer year-round, along with interactive exercises and community service learning. Lilly Endowment's generous and enduring support will also allow us to provide tailored multi-session programs to our partner agencies, including Dove Recovery House.

Gathering of Goddesses and Gods – From Saris to Saffron

This year, treat your senses to the bold colors and exotic sights and sounds of India and help us make our 10th Annual *Gathering of Goddesses and Gods* a record-breaker. The event will feature unique pampering opportunities, such as psychic readings and henna, a cocktail reception, an indulgent silent auction, wine pull, dinner and dancing. All proceeds benefit the Women’s Health Fund, which assists low-income women and men with preventive health services, such as life-saving cancer screenings, breast exams, STD testing and treatment and birth control. For ticket info, visit www.ppin.org/goddesses.

We need volunteers! Volunteers are always a fundamental part of this fabulous event’s success. We need to fill more than 90 volunteer shifts for April 27, and we have something for everyone! Shifts for as few as three hours are available, although we especially need volunteers who can commit to the entire evening (about six hours) or shifts later in the evening.

Volunteers get free parking, plus food, soft drinks and water in our volunteer lounge. Volunteers are asked to attend one of two pre-event training sessions on either Saturday, April 20, 11 a.m. to Noon, or Wednesday, April 24, 6 to 7 p.m. For more information, including shifts available, email goddesses@ppin.org or call 317-637-4175.

GATHERING OF GODDESSES AND GODS

I find myself turning to PP in times of financial hardship,
as I know I can always get affordable care there.
THANK YOU PLANNED PARENTHOOD! - *Danielle W.*

Showcase Auction Treasures

This is just a sampling of our auction treasures that will be available for bidding at the *Gathering of Goddesses and Gods*, Saturday, April 27, 2013. Peruse our auction gallery at <https://ppin.ejoinme.org/gogg2013>, or follow the links for ticket information at www.ppin.org.



Diamond Necklace worn by Ashley Judd at PPIN’s 80th Anniversary Celebration
Adorn yourself – or that special someone – with this 30-inch Dana Kellin fine gold diamond oblong pendant and necklace. Set in 14K gold and sterling silver, this piece showcases Dana’s intricate and original method of wire-wrapping, which has only been perfected by only a select group of in-house artisans. This item is from her fine gold collection, which debuted less than a year ago.
Value: \$5,100



Two-Day Getaway to Historic Oak Bluffs on Martha’s Vineyard
Enjoy two days and nights in picturesque Oak Bluffs, Mass., on Martha’s Vineyard in a fully furnished family home two blocks from the beach. This five-bedroom, two-bath gingerbread “cottage” was built in 1880 and sleeps up to 13 people. Transportation not included. Must be used by Oct. 31, 2013.
Value: \$740



One-Week Stay at Hilton Head Villa
Sit back, relax and breathe in the warm island air during a week-long stay at this fabulous villa located in Hilton Head Island’s natural Shipyard area. Overlooking a quiet lagoon and golf course fairway, this two-bedroom, two-bath villa sleeps up to six people and features a fully equipped kitchen. No smoking or pets. Transportation not included. Must be used by April 27, 2014.
Value: \$1,000



“Saffron Cityscape” by Marianne Glick
This original 24”x 30” acrylic on canvas painting catches the eye with stark contrasts and bold brush strokes.
Value: \$1,000

The Deborah Joy Simon Advocacy Council



This fund, created to honor former Planned Parenthood of Indiana (PPIN) Board Chair Debbie Simon and her commitment to reproductive health and justice, supports PPIN's ongoing advocacy efforts, ensuring that our collective voices continue to be heard.

As Council members, contributors play an integral role in keeping Hoosiers informed regarding issues critical to the PPIN mission. Further, support to this fund bolsters

our efforts to stop the relentless efforts of those who would return our state to the dark ages. Gifts are tax-deductible and will directly support reproductive health and justice advocacy.

Members of the Council will have access to events where important public policy topics will be discussed, and first-hand opportunities to make a difference in educating Indiana's political leaders. To become a member, make a three-year pledge of \$10,000, \$5,000 or \$2,500 to support our education and mobilization efforts statewide.

Contact Jen Hancock at **317-637-4301** or **development@ppin.org** to learn more. You may make a donation online at ppin.org or with the enclosed envelope.

Bequest to Benefit Bloomington Community

On February 24, 2012, Mark Robin passed away, leaving PPIN an estate gift in support of our Bloomington health center. His substantial posthumous contribution will be used to expand the services of that health center and help us better serve our ever-growing Bloomington community of patients for generations to come.

Mark was a silent philanthropist and supporter. Although we at PPIN didn't have the opportunity to develop a personal relationship with him, the legacy he leaves behind gives us direct insight into the character, values and beliefs for which he stood. Mark knew the importance of our mission, and wanted to ensure we had the resources necessary to support our patients long after his lifetime. For that we thank him.

Mark left behind a planned gift, a donation that an organization receives after the donor's passing. For many donors, this is the most important gift they ever make. It is their way of sustaining the organization for the future. We celebrate those who have openly decided to leave behind a legacy gift benefitting PPIN through the Circle of Choice, our planned giving program. To learn more about planned giving, and ways that you can guarantee PPIN not only endures, but is made better, for future patients, contact Jen Hancock at **development@ppin.org**.

The IRA Charitable Rollover is Back

Great news—the IRA Charitable Rollover has been extended through December 31, 2013! This means you can make a direct transfer of up to \$100,000 to Planned Parenthood of Indiana (PPIN) without having to count the transfer as income for federal tax purposes. If you are 70 ½ or older, you are required to make minimum withdrawals from your retirement plans each year. If you do not need the withdrawals for personal use, the IRA Charitable Rollover is a great way to make a significant gift to PPIN!

Here are the rules for making a gift from your IRA:

- You can give up to \$100,000 (aggregate total) each year.
- If you and your spouse have individual accounts, you can each give from your accounts.
- Your gift counts towards your required minimum annual distribution.
- You will not pay federal income taxes on the withdrawal for the gift, so you cannot claim an income tax charitable deduction.
- Your IRA plan provider must make the transfer to PPIN on or before December 31, 2013.

Ready to make your gift? Contact Jen Hancock at: **development@ppin.org** to learn more about how to make your gift to PPIN today.

Facebook

Are you a member of our online universe of supporters? We have two pages on Facebook—PPAI for advocacy and PPIN for patient-centered health care news. Both are quickly growing communities of patients and supporters, and are becoming vital ways to engage people statewide. If you're not yet a member, please join us at **www.facebook.com/PPAdvocatesIndiana** (PPAI) and **www.facebook.com/PPofIN**.

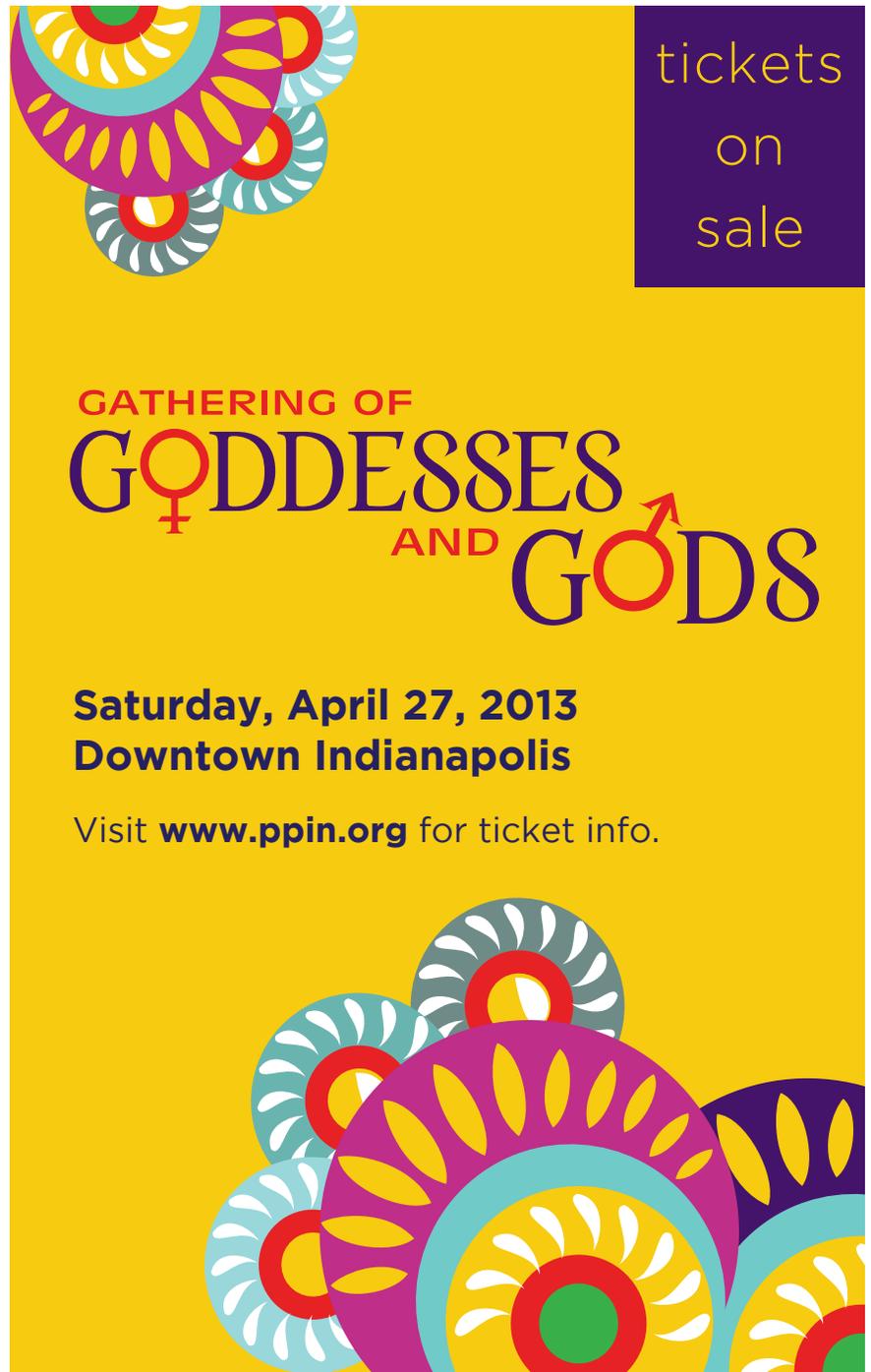
Regardless of what form your activism takes, it's important for all our voices to shout out and be heard. Every time we use our collective voices, it sends a strong message: We're here, and we care. No matter what.

Planned Parenthood of Indiana

P.O. Box 397
Indianapolis, IN 46206-0397
317-637-4343
1-800-230-PLAN
www.ppin.org

CENTER LOCATIONS

- Avon
- Bedford
- Bloomington
- Columbus
- East Chicago
- Elkhart
- Evansville
- Fishers
- Fort Wayne
- Gary
- Hammond
- Indianapolis:
 - Eastside
 - Midtown
 - Southside
 - Georgetown at 86th
- Lafayette
- Madison
- Merrillville
- Michigan City
- Mishawaka
- Muncie
- New Albany
- Richmond
- Seymour
- Terre Haute
- Valparaiso
- Warsaw



tickets
on
sale

GATHERING OF
GODDESSES
AND
GODS

Saturday, April 27, 2013
Downtown Indianapolis

Visit www.ppin.org for ticket info.